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June 1, 2020



POSTAL REGULATORY COMMISSION
901 NEW YORK AVENUE NW, SUITE 200
WASHINGTON, D.C. 20268
202.789.6800

RE: MC2020-126

Dear Postal Rate Commission,

The proposed termination of PhotoStamp personalized postage stamps is a misguided effort with negative implications for the USPS and postal customers.

I have collected US stamps for 65 years, helped develop the USPS Delivery Barcode Sorter, and hold 50 US patents (many of which have been cited by the USPS). I have published dozens of notes and articles in philatelic journals and newsletters. **I believe it is important to continue and expand the personalized postage program.**

- **The USPS losing a cash cow by closing the program** – purchasers of personalized postage tend to retain many of the personalized stamps they purchase as souvenirs. The postage payments for these stamps are 100% profit to the USPS.
- **Personalized postage creates the mail moment that drives USPS loyalty** – receipt of personalized postage from a friend or family member reinforces the importance of the USPS as a communication medium – using first class postage with the highest profit margins of postal products; personalized postage should be expanded to ensure that families continue to communicate through the mail rather than email.
- **Personalized postage is a gateway to stamp collecting and collection of postal souvenirs** – casual stamp collectors get “recruited” to become more serious collectors through their use of personalized postage. This further expands the retention of unused postage to other USPS products.
- **Legal expenses are a smoke screen excuse to end personalized postage** – consistent common-sense rules regarding the design of personalized postage streamline the acceptance process, protect against legal exposure, and ensure program success. The USPS has experienced legal expenses from their own stamps (the Las Vegas statue of Liberty stamp) – this is not a reason to stop the personalized postage program.

Best regards, Doug

A handwritten signature in purple ink that reads "Douglas B. Quine".

Douglas B. Quine, PhD

American Philatelic Society (38 year member)
Auxiliary Markings Club (co-founder, webmaster, 17 year member)
Postal Mechanisation Study Circle (32 year member)
US Stamp Society (former member of the Board of Governors; 37 year member)